



Sprout Social plans international expansion from Dublin office

May 16, 2019

- **Social media marketing technology firm to add [60] staff members by 2020**
- **CEO and founder Justyn Howard says Dublin office is 'increasingly important'**
- **€161 million spent on social media marketing in Ireland in 2018**
- **Ireland-based customers include Paddy Power and Intercom**

[Sprout Social](#), a leading provider of social media marketing and analytics solutions for business, today announced plans to add [60] additional staff members in Dublin by the end of 2020 as it looks to expand its operations in Europe and beyond. Sprout Social currently has 42 staff members in its Dublin office, which it opened last year as its headquarters for Europe, the Middle East, and Africa (EMEA).

The company is actively recruiting for staff members in the areas of Business Development, Customer Success, and Customer Advocacy.

More than 4,000 companies across EMEA are serviced by the Sprout Dublin team, with well-known, Ireland-based clients including Paddy Power and Intercom. Sprout Social's suite of solutions supports every aspect of a cohesive social program and enables organizations of all sizes to extend their reach, amplify their brand and create the kind of real connection with their consumers that drives their businesses forward.

Last year, more than €161 million was spent in Ireland on social media advertising and marketing, an increase of 31% over the prior year, with strong growth expected to continue*. Only 46% of companies in Ireland used social media to promote their business in 2013, compared to 67% in 2017**.

Social media use continues to grow amongst Irish consumers with the fastest usage growth coming from Twitter, Instagram and LinkedIn. Facebook remains the most popular platform with 66% of Irish adults having an account, however 39% are now on Instagram and 65% of those users are on the platform every day***.

Sprout Social's founder and CEO Justyn Howard, who was in Dublin to make today's announcement, said:

"As we look to ramp up the expansion of Sprout Social's international presence, our Dublin office is going to become increasingly important as the gateway to the wider EMEA region. With nearly 30% of Sprout's revenue coming from outside the U.S., it is crucial for us to focus on supporting and growing our global customers, and Dublin will be the hub for those efforts."

Gerard Murnaghan, General Manager Sprout Social EMEA and Head of Sprout Social Ireland said:

"Despite already being an influential industry, social media marketing is still a sector in its infancy and we expect to see continued growth in the amount of time and money marketers invest in this area. By tapping into the significant talent pool which exists in Ireland, we plan to add [60] staff members in the next [2] years to ensure continued customer success in a booming market."

Sprout Social is headquartered in Chicago and has more than 500 employees and 25,000 customers worldwide. In December 2018, the company raised \$40.5 million from investors including Goldman Sachs, New Enterprise Associates and Future Fund.

To apply for one of the open positions at Sprout Social's Dublin offices, please visit <https://sproutsocial.com/careers/>

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*IAB Ireland PwC Online Adspend Report <https://iabireland.ie/iab-ireland-pwc-online-adspend-report-2018/>

** Social media - statistics on the use by enterprises (Eurostat) https://ec.europa.eu/eurostat/statistics-explained/index.php/Social_media_statistics_on_the_use_by_enterprises

**IPSOS/MRBI Social Networking Tracker June 2018 https://www.ipsos.com/sites/default/files/ct/news/documents/2018-11/soc_net_june_18.pdf

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About Sprout Social

[Sprout Social](#) offers deep social media listening and analytics, social management, customer care, and advocacy solutions to more than 25,000 brands and agencies, including Ticketmaster, NBCUniversal and Ogilvy. Sprout's suite of solutions supports every aspect of a cohesive social program and enables organizations of all sizes to extend their reach, amplify their brand and create the kind of real connection with their consumers that drives their businesses forward. Headquartered in Chicago, Sprout is a Twitter Official Partner, Facebook Marketing Partner, Pinterest Marketing Partner, Instagram Partner Program Member and LinkedIn Company Page Partner. Learn more at sproutsocial.com.